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1960

MONTANA OUT-OF-STATE VISITORS

1960
TRAVEL REPORT

CONDUCTED BY

PLANNING DEPARTMENT, MONTANA HIGHWAY COMMISSION

PREPARED BY

STATE ADVERTISING DEPARTMENT

MONTANA HIGHWAY COMMISSION

HELENA, MONTANA

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THE SURVEY DESIGN

OBJECTIVE

This survey is part of a continuing program that was initiated in 1958. The objective of the 1960 survey is to study the out-of-state visitor travel for the year and to compare this information with previous years.

Montana is one of the few, if not the only, states to accurately measure and survey its visitor industry from year to year. This information can be used to a great advantage by organizations, communities, individuals and government organizations that truly wish to study the industry in Montana.

Time and effort have been invested in this program so that Montanans can work more effectively to develop this one hundred million dollar industry.

As was the case with the 1959 survey, the 1960 survey was not intended to duplicate the very complete work done in 1958. Emphasis in both the 1959 and 1960 surveys was placed on factors which might change from year to year.

This survey is the result of 4,022 roadside interviews.

MONTANA OUT-OF-STATE VISITORS SUMMARY SHEET

BRIEF FACTS ABOUT THE 1960 VISITOR

NUMBER OF OUT-OF-STATE VISITORS.	2,693,887
EXPENDITURES	$96,737,486
VEHICLES	738,647
PERSONS PER VEHICLE.	3.1 persons
LENGTH OF STAY	3.6 days

		1961	1960	1962
PURPOSE OF TRIP	Vacation & Pleasure		80.6%	87.5
	Business		12.9%	7.3
	Business & Vacation		3.0%	1.3
	Moving		2.7%	3.5
	Other		0.8%	0.4
ACCOMMODATIONS	Motel		36.2%	45.7
	Hotel		5.3%	5.5
	Camping		10.0%	12.0
	Friends & Relatives		22.8%	19.9
	Tourist Rooms		0.9%	1.7
	Trailer		13.0%	6.5
	Home		0.8%	2.4
	Car		2.2%	3.8
	Other		8.8%	3.5

COMPARISON OF TRAVEL DATA BY OUT-OF-STATE VISITORS
FOR CALENDAR YEARS 1958, 1959 AND 1960

	Calendar Year 1958	Calendar Year 1959	Calendar Year 1960
Total out-of-state cars entering during summer season	379,595	392,425	399,054
Total out-of-state cars entering during entire year	702,625	726,371	738,647
Average occupancy per car	3.1	3.2	3.1
Total visitors by car	2,178,138	2,324,387	2,289,804
Other visitors by rail, bus and airplane (x .17647)	384,377	410,186	404,083
Total out-of-state visitors during year	2,562,515	2,734,573	2,693,887
Average length of stay in days	4.0	3.6	3.8
Total party days by out-of-state visitors	10,250,060	9,844,463	10,236,771
Expenditures per person per day by visitors	$8.71	$8.91	$9.45
TOTAL EXPENDITURE FOR YEAR BY VISITORS	$89,278,023	$87,714,165	$96,737,486

INTERVIEWS

In this survey, as in the past, the interviews were conducted at carefully determined roadside checkpoints on the border of the state. Basically, the same days, hours and checkpoints were used as in the past.

Interviews were made only of those cars leaving Montana ... obviously the visitor leaving the state can much more accurately report what he has done. Visitors entering the state can only report what they "think" they are going to do, how long they will stay and how much it will cost them.

Again in 1960, short interview forms were used with questions designed to cover those areas where there could be significant yearly change. In 1962, 4,022 of these interviews were made.

A reproduction of the interview forms used is inserted in the back of this report.

MONTANA'S TOURIST MARKET

What brings out-of-state visitors to Montana? What kind of lodging will most of them want? How can we make the most use of our advertising and promotional efforts to get these visitors? What attractions appeal to them most? Are we keeping them in Montana longer?

No one survey can answer all the questions involved in the complicated job of developing the visitor industry. About 1.5 per cent of the population of the United States visits the Treasure State every year -- many others from Canada and a scattered few from other nations.

A survey can, however, serve a vital role in telling about who Mr. Average Visitor is, how he can be reached most economically and, to some degree, what appeals should be used in promotion and advertising.

It must be emphasized that this survey and the 1959 survey are not truly complete in themselves. The real student of the travel business in Montana should first study, completely, the 1958 survey. Again, the subsequent surveys are intended to measure year-to-year changes in the industry and to further confirm some of the figures previously established.

Many aspects of the tourist business in 1960 were nearly identical to those of 1958 and 1959. However, in some areas a significant and relatively important change is taking place. These trends deserve close watching by those concerned with the industry.

COMPOSITION OF VISITOR PARTIES

In 1960 the average size of the visitor party was 3.1 people. This is nearly identical to every previous year in which surveys have been made. In 1957 it was 3.2, 1958 it was 3.1, and in 1959 it was 3.2 again.

SIZE OF VISITOR PARTIES IN VISITOR SURVEY

PERSONS IN PARTY	1	2	3	4	5	6	7	8	9 and over
PERCENTAGE OF PARTIES	10.6%	33.7%	17.5%	19.5%	10.4%	5.7%	1.9%	0.4%	0.3%

1961

1962 7.3 31.6 18.3 21.9 12.1 6.3 1.7 0.6 0.2

NUMBER OF PERSONS PER PARTY BY TRIP PURPOSE

TRIP PURPOSE	Vacation	Business	Pleasure	Business & Pleasure	Moving	Other
PERSONS PER PARTY	3.3	2.1	3.3	2.9	3.0	3.1

1961

1962

NUMBER OF PERSONS PER PARTY BY TYPE OF ACCOMMODATIONS

TYPE OF ACCOMMODATIONS	Motel	Hotel	Tourist Rooms	Camping	Friends	Relatives	Trailer
PERSONS PER PARTY	3.1	2.4	3.6	3.7	3.0	3.4	3.2
1961	3.1	2.4	3.6	3.7			3.4
1962	3.2	2.6	4.2	3.8	3.4	3.5	3.8

It is interesting to note, the larger the visitor party is, the less likely they are to stay in commercial accommodations.

ORIGIN OF OUT-OF-STATE VISITORS

To determine Montana's best "market" for vacationers it is important to study the origin of these visitors, study their activities and length of stay in the state.

Because Montanans could travel within the state and not be counted at the border locations, they were not included in the survey. In 1958, the occupant survey showed that about 15.3 per cent of the occupancy was by Montanans and 9.29 per cent of the travelers leaving the state were Montanans.

PER CENT OF ORIGIN OF VISITORS LEAVING
MONTANA AT ROADSIDE CHECK POINTS
12 TOP STATES AND CANADA

STATE	1960 RANKING BY STATES	1958	1959	1960
California	2	7- 9.88	9.98	10.6
Idaho	3 & 4	6- 4.02	5.71	5.5
Illinois	8	7- 3.68	3.41	3.2
Iowa	11 & 12			2.7
Michigan	10	10- 2.35	2.80	2.8
Minnesota	5	4 6.28	5.74	5.1
North Dakota	3 & 4	5- 4.36	6.55	5.5
Oregon	9	8- 3.30	3.05	2.9
Utah	6			4.8
Washington	1	1 12.87	10.64	10.8
Wisconsin	11 & 12	9- 2.37	- 2.18	2.7
Wyoming				4.0
Canada		/ 13.75	10.15	14.4
* Montana		9.29	9.29	9.8
All Other		27.85	30.50	17.9
		100.00	100.00	100.00

* The Montana factor for 1958 was repeated in the 1959 survey.

It should be emphasized that these figures are percentages of the total tourist traffic and these percentages must be applied against total figures before it can be determined whether out-of-state visitor traffic and expenditures from any given state increased or decreased.

DESTINATION OF TOURISTS

One of the most significant factors in Montana's 1960 tourist industry was the increased interest in Montana as a principal objective or destination state.

Nearly half (48.7 per cent) of the out-of-state visitors reported Montana as their principal objective. This is roughly 15 per cent increase over 1959 when 34.1 per cent reported a Montana destination.

Generally, vacationers with a Montana destination are much more important economically than those just "going through." They stay longer and spend more.

As an example of the importance of visitors with a Montana destination, this 48.7 per cent of Montana 1960 visitors ACCOUNTED FOR 70.5 PER CENT OF THE VISITOR DAYS SPENT IN MONTANA.

Obviously, then, fewer other states were reported as destinations than in previous years. The following chart illustrates what happened.

PER CENT PRINCIPAL TRIP DESTINATION
OF OUT-OF-STATE VISITORS IN 1958, 1959 AND 1960
15 STATES AND CANADA

STATE	1958	1959	1960
California	5.1	5.6	4.9
Idaho	3.0	2.3	2.6
Illinois	.7	.1	.4
Michigan	.6	.2	.4
Minnesota	3.0	.5	2.0
New York	1.2	.5	.4
North Dakota	3.6	.9	1.7
Oregon	2.8	2.6	2.2
South Dakota	1.6	1.0	1.2
Utah	1.2	2.2	.6
Washington	12.3	15.4	10.6
Wisconsin	.7	.1	.8
Wyoming	2.2	11.5	1.3
Canada	20.5	10.6	15.9
Alaska	1.1	2.7	1.3
Montana	33.0	34.1	48.7
All Other	7.4	9.7	2.9
	100.00%	100.00%	100.00%

Changes in the larger percentages on the preceding chart could well be significant as to travel trends. Highway promotions, numbering, repair and construction will have a vast influence on these destinations reported by out-of-state visitors.

It is interesting to study the vast differences in vacationing habits of the average visitors from various states. The following charts reflect these differences.

TYPE OF ACCOMMODATIONS USED BY
STATE OF ORIGIN

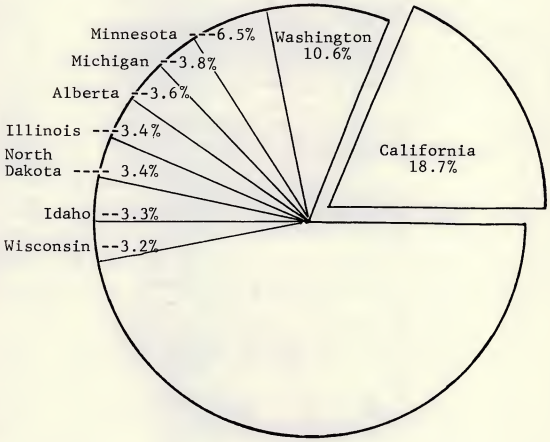
STATE	MOTEL	HOTEL	TOURIST ROOMS	CAMPING	FRIENDS	RELATIVES	HOME	TRAILER HOUSE	CAR	OTHER
California	47.8	4.4	1.6	10.6	3.1	13.5	0.3	11.2	1.8	5.7
Idaho	30.2	7.5	1.5	4.0	1.5	16.1	26.1	2.0	1.5	9.6
Illinois	67.2	8.6	0.9	9.5	2.6	6.0	0.0	0.9	2.6	1.7
Michigan	52.4	2.9	1.9	14.6	2.9	6.8	0.0	6.8	3.9	7.8
Minnesota	52.7	6.5	1.6	9.2	4.9	11.4	0.6	4.9	4.9	3.3
North Dakota	21.7	10.6	1.0	4.1	6.1	15.7	31.8	1.5	3.0	4.5
Oregon	53.3	4.7		10.3	6.5	7.5	0.0	8.4	9.3	
Washington	50.9	5.9		10.9	3.8	14.2	2.3	3.8	3.6	4.6
Wisconsin	51.0	5.1	1.0	11.2	2.1	12.3	0.0	7.1	4.1	6.1
Alberta	41.3	7.6	1.5	25.0	2.3	3.8	11.3	3.4	1.9	1.9
British Columbia	46.6	5.6	1.1	34.1	2.3	3.4	2.3		2.3	2.3
Saskatchewan	43.8	4.1	1.4	24.6		5.5	12.3	5.5	1.4	1.4

AVERAGE EXPENDITURE FOR FOOD & LODGING
& AVERAGE NIGHTS SPENT IN MONTANA
BY STATE OF ORIGIN

STATE	Average Expenditure for Food & Lodging Per Day	Average Nights Spent in Montana	Per cent of Total Montana Visitor Income
California	16.10	5.9	18.7
Idaho	10.47	3.0	3.3
Illinois	18.42	2.1	3.4
Michigan	20.11	4.0	3.8
Minnesota	14.88	5.1	6.5
North Dakota	10.17	2.9	3.4
Oregon	13.37	3.1	2.0
Washington	13.28	4.0	10.6
Wisconsin	15.68	4.3	3.2
Alberta	12.98	2.3	3.6
British Columbia	12.18	1.3	0.6
Saskatchewan	12.65	2.1	0.8
Average of all out-of-state visitors	14.64	3.8	100%

Obviously, although California accounts for only 10.6 per cent of the visitors, they are by far the most important to the state economically. Minnesota is also surprisingly important as far as expenditures are concerned.

PER CENT OF TOTAL EXPENDITURES
BY OUT-OF-STATE VISITORS TO MONTANA, 1960



Eight states and one Canadian province accounted for over half (56.5 per cent) of out-of-state visitor expenditures in Montana in 1960.

The following chart will be of interest to those responsible for development of out-of-state visitor travel in specific areas of Montana.

PRINCIPAL MONTANA OBJECTIVES OF OUT-OF-STATE VISITORS, SUMMER 1960

PRINCIPAL OBJECTIVE	PER CENT
Yellowstone Park	9.9%
Glacier Park	7.3%
Yellowstone County	4.2%
Cascade County	2.4%
Gallatin County	4.7%
Flathead County	3.0%
Missoula County	1.4%
Madison County	0.5%
Lincoln County	1.2%
Silverbow County	0.6%
Other counties	13.5%
Total Montana	48.7%

LENGTH OF STAY IN MONTANA

The length of stay of the average out-of-state visitor increased by 5.6 per cent in 1960 over 1959 (3.6 to 3.8 days). The average length of stay has a direct and important bearing on the total income from visitors which was up 9.3 per cent in 1960.

As highways and automobiles become more efficient, it will bring major population centers closer to Montana. But, only if Montanans can get visitors to stay as long or longer, will it be really significant.

Consistent community and area planning and promotion to keep these visitors longer once they arrive plus continued efforts to increase Montana's importance as a vacation destination are becoming highly important factors.

DAYS SPENT IN MONTANA
BY ACCOMMODATION USED
ROADSIDE INTERVIEW

	Per Cent			Average Days In Montana		
	*1958	1959	1960	*1958	1959	1960
Motel	55.3	59.3	47.3	2.9	2.6	2.9
Hotel	5.6	8.0	5.8	3.9	4.1	3.5
Camping	12.3	9.4	11.5	4.5	3.1	3.3
Friends and Relatives	12.5	14.0	13.9	5.4	5.9	5.7
Tourist Rooms	.8	1.3	1.3	7.9	4.4	2.8
Trailer	1.7	4.7	5.5	11.8	7.2	9.0
Sleep in Car	2.1	3.3	2.9	1.9	2.5	2.9
Not stated or Other	1.7	2.8	5.3	4.9	3.1	7.1
Home	8.0	7.2	6.5	.6	2.4	.4
	100.0%	100.0%	100.0%	3.7	3.6	3.8

* Includes outgoing Montanans interviewed in 1958.

A great bulk of Montana's visitors, 43.62 per cent, have more than two weeks (16 or more days) for their entire trip. Three out of five (61.48 per cent) have over ten days and 15.07 per cent have 30 days or more on their entire trip.

ENTIRE TRIP DURATION OUT-OF-STATE VISITORS
1960

DAYS	Not stated	0-5	6-10	11-15	16-20	21-25	26-30	30 & Over
PERCENTAGE	5.84	17.00	15.65	17.86	13.53	10.20	4.85	15.07

DAYS SPENT IN MONTANA
OUT-OF-STATE VISITORS 1960

DAYS	Not stated	0	1	2	3	4-5	6-10	10+
PERCENTAGE	1.79	14.91	27.91	19.48	11.05	10.37	6.88	7.61

RELATIONSHIP BETWEEN DAYS SPENT IN MONTANA
AND AVERAGE EXPENDITURE PER DAY FOR FOOD & LODGING
OUT-OF-STATE VISITORS 1960

DAYS IN MONTANA	Not stated	0-5	6-10	11-15	16-20	21-25	26-30	Over 30
EXPENDITURES PER DAY	$13.74	$10.60	$15.89	$16.14	$15.78	$14.23	$14.91	$12.75

COMPARISON OF LENGTH OF STAY
BY TRIP PRUPOSE

	Per Cent			Average number days spent in Montana		
	*1958	1959	1960	*1958	1959	1960
Vacation	83.1	80.0	78.3	3.8	3.4	3.4
Business	10.0	13.1	12.9	4.2	4.3	6.0
Pleasure & Business	6.0	5.0	3.0	2.2	4.1	9.2
Other	0.8	1.7	.8	4.7	2.7	7.6
** Pleasure			2.3			1.5
Moving			2.7			2.3
Not stated	0.1	0.2	0.0	5.1	6.4	0.0
Total or average	100.0%	100.0%	100.0%	3.7	3.6	3.8

* Includes outgoing Montanans.
** "Pleasure" and "Moving" were separate categories in the 1960 survey.

VISITOR EXPENDITURES IN MONTANA IN 1960

As reported previously in this survey, the average out-of-state visitor party spent $14.64 per day for food and lodging while traveling in Montana. The average varies widely according to accommodations used, activities and trip purpose.

As in 1959, the 1960 survey was designed to point out any appreciable change in spending by the out-of-state visitor. The 1958 survey determined that the reporting of expenditures suffers from a tendency to under-recall actual expenditures. Through well substantiated theories developed in the 1958 survey and in the nation-wide studies of tourism, it is widely accepted that food and lodging account for one-half the travelers expenses and it is these expenses they are least likely to forget.

Thus, when the 1960 survey showed an average of $14.64 spent for food and lodging per party per day, it would mean total average expenditures of $29.28 per day per party or (dividing by the 3.1 persons per party average) $9.45 per person per day.

The 1959 total expenditures per party per day were $28.52. Thus, expenditures per day in 1960 increased $.76 or 2.7 per cent. However, the 1960 average visitor also spent longer in the state (3.6 vs. 3.8 days) so the total increase of expenditures per party jumped from about $102.50 in 1959 to $111.30 in 1960, or an 8.6 per cent increase in spending by each party during their complete stay in Montana.

CAMPERS VS. NON-CAMPERS is an often-discussed phase of the Treasure State's tourist business. The visitor party that camps spent $7.97 for food and lodging per day in Montana in 1960, while the non-camper spent $15.51 per party per day.

EXPENDITURES OF OUT-OF-STATE
VISITOR PARTIES FOR FOOD & LODGING
1960 SURVEY

TRIP PURPOSE	Vacation	Business	Pleasure	Vacation & Business
AVERAGE EXPENDITURES	$15.68	$10.05	$6.32	$14.47
DAYS SPENT IN MONTANA	3.4	6.0	1.5	9.2
PER CENT OF TOTAL VISITORS	78.3%	12.9%	2.3%	3.0%

MISCELLANEOUS FACTS ABOUT OUT-OF-STATE VISITOR TRAVEL IN MONTANA IN 1960.

Some other facts were developed in the 1960 survey that are interesting and perhaps significant. In addition, a factual reporting of attendance and activities of other organizations and destination location is reported here for the record.

SIZE OF OUT-OF-STATE VISITOR PARTIES
1960

PERSONS IN PARTY	One	Two	Three	Four	Five	Six	Seven	Eight	Nine & Over
PERCENTAGE OF PARTIES	10.6	33.7	17.5	19.5	10.4	5.7	1.9	0.4	0.3

NUMBER OF PERSONS AND
EXPENDITURES PER PARTY PER DAY
FOR FOOD & LODGING

PERSONS IN PARTY	One	Two	Three	Four	Five	Six	Seven	Eight	Nine & Over
DOLLARS PER PARTY	8.94	13.15	15.31	17.09	17.45	18.11	16.64	15.00	11.50

TRAILER, BOATING, CAMPING EQUIPMENT
CARRIED BY THE 78.3% OF THE OUT-OF-STATE VISITORS
WHO REPORTED A VACATION TRIP PURPOSE

TYPE	No Trailer	House Trailer	Camping Trailer	Camping Rack	Boat	Boat & House Trailer	Total
PER CENT	65.7%	3.2%	1.9%	7.0%	0.4%	0.1%	78.3%

VISITOR ATTENDANCE AT
VARIOUS MONTANA AND RELATED
DESTINATIONS

PLACE	1959 ATTENDANCE	1960 ATTENDANCE
Glacier National Park	722,322	724,229
Yellowstone National Park	1,422,428	1,443,288
Fort Benton Museum	8,500(est.)	10,000(est.)
Custer Battlefield	128,148	142,249
Lewis and Clark Caverns	37,987	41,279
Big Hole Battlefield	9,133	10,771
Museum of the Plains Indian	47,224	48,320
Montana State Historical Museum	160,000(est.)	165,000(est.)
Montana Capitol Building	6,000(approx.)	8,000(approx.)

LICENSE SALES
MONTANA FISH AND GAME DEPARTMENT

	1959	1960
Out-of-state big game licenses	4,015	4,324
Out-of-state 6-day fishing	40,272	38,994
Out-of-state season license	5,760	5,460
Out-of-state deer permit	9,343	11,704
Out-of-state antelope only	1,237	1,043